



**WBQH**  
**1050AM SILVER SPRING, MD**  
**COMMUNITY COMMITMENT REPORT**  
**4<sup>TH</sup> QUARTER 2011**  
**SEPTEMBER 25<sup>TH</sup> • DECEMBER 31<sup>ST</sup>**

**MELVIN R. CHASE, JR.**  
**DIRECTOR OF PUBLIC AFFAIRS**  
**NEWS ADMINISTRATOR**

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### **PUBLIC AFFAIRS PROGRAMS**

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and thought-provoking hosts. All programs air every Sunday.

#### ***PARENTS PERSPECTIVE***

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

#### ***OF CONSUMING INTERESTS***

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

#### ***MUSIC AND THE SPOKEN WORD***

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

### **SPORTS PROGRAMMING**

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

**PARENTS PERSPECTIVE**

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

- 🎧 Dec. 25<sup>th</sup>  
PP #1 • 4:30am • 28 min • Stay At Home Parents  
PP #2 • 5:00am • 28 min • Fostering Creativity
- 🎧 Dec. 18<sup>th</sup>  
PP #1 • 4:30am • 28 min • Step Families  
PP #2 • 5:00am • 28 min • Impact of Deployment on Families
- 🎧 Dec. 11<sup>th</sup>  
PP #1 • 4:30am • 28 min • Preparing Middle Schoolers For Life  
PP #2 • 5:00am • 28 min • Violence Prevention
- 🎧 Dec. 4<sup>th</sup>  
PP #1 • 4:30am • 28 min • Sensitive Sons  
PP #2 • 5:00am • 28 min • Kids and Guns
- 🎧 Nov. 27<sup>th</sup>  
PP #1 • 4:30am • 28 min • Parenting the Easy Way  
PP #2 • 5:00am • 28 min • Winter Volunteer Opportunities
- 🎧 Nov. 20<sup>th</sup>  
PP #1 • 4:30am • 28 min • Buying  
PP #2 • 5:00am • 28 min • Sensory Learning
- 🎧 Nov. 13<sup>th</sup>  
PP #1 • 4:30am • 28 min • Tricks of the Trade  
PP #2 • 5:00am • 28 min • Family Dinners
- 🎧 Nov. 6<sup>th</sup>  
PP #1 • 4:30am • 28 min • Kids With Severe Irritability  
PP #2 • 5:00am • 28 min • Keeping in Touch Long Distance
- 🎧 Oct. 30<sup>th</sup>  
PP #1 • 4:30am • 28 min • Choosing a Pre School  
PP #2 • 5:00am • 28 min • Art Experience

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- 🎧 Oct. 23<sup>rd</sup>  
PP #1 • 4:30am • 28 min • Revisiting Shaken Baby Syndrome  
PP #2 • 5:00am • 28 min • Outdoor Play Space
- 🎧 Oct. 16<sup>th</sup>  
PP #1 • 4:30am • 28 min • What Teachers Need From Parents  
PP #2 • 5:00am • 28 min • School Transportation Safety
- 🎧 Oct. 9<sup>th</sup>  
PP #1 • 4:30am • 28 min • Grandparents Raising Grand Kids  
PP #2 • 5:00am • 28 min • Peer Counseling
- 🎧 Sept. 25<sup>th</sup>  
PP #1 • 4:30am • 28 min • Down Time  
PP #2 • 5:00am • 28 min • Boredom

**MUSIC AND THE SPOKEN WORD**

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- 🎧 Dec. 25<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Dec. 18<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Dec. 11<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Dec. 4<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Nov. 27<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Nov. 20<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Nov. 13<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Nov. 6<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Oct. 30<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Oct. 23<sup>rd</sup> • 4:00am • 28:00 min
- 🎧 Oct. 16<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Oct. 9<sup>th</sup> • 4:00am • 28:00 min
- 🎧 Sept. 25<sup>th</sup> • 4:00am • 28:00 min

**OF CONSUMING INTERESTS**

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- 🎧 Dec. 25<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • OCI  
OCI #2 • 6:00am • 25:00 min • Competitiveness
- 🎧 Dec. 18<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Daniel Heifetz Music Institute (Encore)  
OCI #2 • 6:00am • 25:00 min • Heart Health (Encore)
- 🎧 Dec. 11<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Competitiveness  
OCI #2 • 6:00am • 25:00 min • Capital Area Food Bank
- 🎧 Dec. 4<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Daniel Heifetz Music Institute  
OCI #2 • 6:00am • 25:00 min • Heart Health
- 🎧 Nov. 27<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Kids and Money  
OCI #2 • 6:00am • 25:00 min • National Retail Federation
- 🎧 Nov. 20<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Cyber Security  
OCI #2 • 6:00am • 25:00 min • Planning for the Future
- 🎧 Nov. 13<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Legal Reform  
OCI #2 • 6:00am • 25:00 min • Hearing
- 🎧 Nov. 6<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Emergency Preparedness  
OCI #2 • 6:00am • 25:00 min • School Food
- 🎧 Oct. 30<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Insurance  
OCI #2 • 6:00am • 25:00 min • Card Act

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- 🎧 Oct. 23<sup>rd</sup>  
OCI #1 • 5:30am • 25:00 min • Crime Prevention  
OCI #2 • 6:00am • 25:00 min • Ethanol
  
- 🎧 Oct. 16<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Heart Health  
OCI #2 • 6:00am • 25:00 min • FCC
  
- 🎧 Oct. 9<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Ethanol  
OCI #2 • 6:00am • 25:00 min Chesapeake Hospice
  
- 🎧 Sept. 25<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Steve Pociask  
OCI #2 • 6:00am • 25:00 min • Moving with Ian Grossman



**ASCERTAINMENT**

As part of our continuing effort to serve our listeners, WBQH talked with various governmental and community leaders about the issues facing our area. The top three concerns were: The Economy, Transportation, and Government Accountability. For the third straight quarter, The Economy remains heads and shoulders above the rest

The Top Issues were:

1. The Economy
2. Transportation
3. Education
4. Government Accountability
5. Crime and Public Safety
6. Energy Policy
7. Health Care
8. Immigration Reform

**PUBLIC SERVICE CAMPAIGNS**

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- 🎧 Childhood Asthma
- 🎧 College Access Campaign
- 🎧 Dream Act Initiative
- 🎧 Drunk Driving Prevention
- 🎧 Employment Opportunities
- 🎧 Health and Wellness
- 🎧 High School Dropout Prevention
- 🎧 Hispanic Scholarship Fund
- 🎧 Immigration Reform
- 🎧 Internship Opportunities
- 🎧 Nutrition Education
- 🎧 Underage Drinking Prevention